



## STAFF REPORT INFORMATION ONLY

### Status Update: Video Display Equipped Signs at Drive-through Facilities, Car Wash Establishments and Service Stations

<b>Date:</b>	June 17, 2008
<b>To:</b>	Planning and Growth Management Committee
<b>From:</b>	Chief Building Official and Executive Director
<b>Wards:</b>	All
<b>Reference Number:</b>	BLD2008PGM005

#### **SUMMARY**

---

This report provides a status update on the Planning and Growth Management Committee's direction to refer the January 29, 2008 report from the Chief Building Official and Executive Director, Toronto Building, "Video Display Equipped Signs at Drive-through Facilities, Car Wash Establishments and Service Stations" to staff for further consultation and consideration of certain matters.

This report identifies that staff are holding consultations on the new sign bylaw in September. These consultations will provide an opportunity to consult with a range of stakeholders on the issues identified by the Planning and Growth Management Committee related to video display equipped signs and to report on this matter with the new sign bylaw.

#### **Financial Impact**

This report will have **no** financial impact beyond what has already been approved in the current year's budget.

---

## **DECISION HISTORY**

At its meeting of February 13, 2008, the Planning and Growth Management Committee considered item PG13.10 (January 29, 2008) Report from the Chief Building Official and Executive Director, Toronto Building, “Video Display Equipped Signs at Drive-through Facilities, Car Wash Establishments and Service Stations”.

<http://www.toronto.ca/legdocs/mmis/2008/pg/bgrd/backgroundfile-10456.pdf>

The Planning and Growth Management Committee:

1. referred the report back to the Chief Building Official and Executive Director of Toronto Building, and directed staff to draft a proposal that recognizes the distinction between first party signs that assist local businesses on site and third party signs that are designed primarily to generating advertising revenue, and address the issue of sound created by signs;
2. requested that, in conducting their re-examination of this matter, staff also consult with interested citizen groups like the Public Space Committee;
3. requested that consideration be given to protecting consumers who do not wish to be subjected to video commercials; and
4. requested staff to examine imposing a limiting distance between video display units and associated audio and all residential and institutional properties.

<http://www.toronto.ca/legdocs/mmis/2008/pg/decisions/2008-02-13-pg13-dd.pdf>

(March 1, 2007) Report from the Chief Building Official and Executive Director, Toronto Building and the Executive Director, Municipal Licensing and Standards

<http://www.toronto.ca/legdocs/mmis/2007/cc/bgrd/ls2.5a.pdf>

## **ISSUE BACKGROUND**

In February 2008, the Planning and Growth Management Committee considered a report from the Chief Building Official seeking Council’s direction to proceed with the preparation of an additional article to the Municipal Code Chapter 693, Signs that would permit video display screens associated with drive-through facilities, car wash establishment and service stations, with certain restrictions on size. The committee referred the report back to staff for re-examination.

## COMMENTS

Since the Planning and Growth Management Committee considered the (January 29, 2008) report earlier this year, staff have developed a work plan to develop a new city-wide sign bylaw. The work plan, now underway, includes consultations with various interested parties, and an initial public consultation in September, followed by a status report to the Planning and Growth Management Committee in November. The sign bylaw development project is being driven by the City's public realm objectives and will also address the range of signs enabled by new technologies, including video signs and video display equipped signs.

The Planning and Growth Management Committee directed that staff consult with interested citizen groups on regulating the use of video display equipped signs. To appropriately engage these groups and the public on new sign technologies the Sign Bylaw Team will consult on the issues associated with video display equipped signs concurrently with the consultation on the new city-wide sign bylaw. This approach will permit staff to speak with a range of stakeholders and address the specific matter of video display equipped signs in the context of the sign bylaw project.

A revised proposal on this matter that addresses the Committee's directions will be brought forward by staff as part of the comprehensive reporting on the new sign bylaw.

The City Solicitor has been consulted in the writing of this report.

## CONTACT

Dylan Aster  
Technical Advisor  
Office of the Chief Building Official  
Toronto Building  
[daster@toronto.ca](mailto:daster@toronto.ca)  
416-338-5737

Dan Mousseau  
Project Manager, Sign By-law  
Toronto Building  
[dmousse@toronto.ca](mailto:dmousse@toronto.ca)  
416-392-4236

## SIGNATURE

---

Ann Borooah  
Chief Building Official and Executive Director  
Toronto Building